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UNITED STATES DISTRICT COURT

NORTHERN DISTRICT OF CALIFORNIA

SAN FRANCISCO DIVISION

**IN RE GOOGLE PLAY STORE
ANTITRUST LITIGATION**

THIS DOCUMENT RELATES TO:

Epic Games Inc. v. Google LLC et al.,
Case No. 3:20-cv-05671-JD

In re Google Play Consumer Antitrust Litig.,
Case No. 3:20-cv-05761-JD

State of Utah et al. v. Google LLC et al.,
Case No. 3:21-cv-05227-JD

Match Group, LLC et al. v. Google LLC et al.,
Case No. 3:22-cv-02746-JD

Case No. 3:21-md-02981-JD

**DECLARATION OF CHRISTIAN
CRAMER IN SUPPORT OF
ADMINISTRATIVE MOTION TO SEAL
MATERIALS SUBMITTED IN
CONNECTION WITH OMNIBUS
MOTIONS IN LIMINE**

Judge: Hon. James Donato

1 I, Christian Cramer, declare as follows:

2 1. I am currently a Finance Director for Defendant Google LLC (along with Google-
3 affiliated entities, “Google”). I have been employed by Google since September 2007 and have
4 held my current position since March 2017. Over the course of my employment at Google, I
5 have acquired personal knowledge of Google’s practices and procedures concerning the
6 maintenance of the confidentiality of its strategic, business, and marketing information.

7 2. I submit this declaration in support of the Administrative Motion to Seal Materials
8 Submitted in Connection With Parties’ Omnibus Motions in Limine (“Motion”), filed on
9 October 5, 2023 in *In re Google Play Store Antitrust Litigation* (No. 21-md-02981-JD) (N.D. Cal)
10 (“MDL”); *see also In re Google Play Consumer Antitrust Litigation* (No. 3:20-cv-05761-JD) (N.D. Cal);
11 *State of Utah, et al. v. Google LLC et al.*, No. 3:21-cv-05227-JD (N.D. Cal.); *Match Group, LLC et al. v.*
12 *Google LLC et al.*, No. 3:22-cv-02746-JD (N.D. Cal.); *Epic Games, Inc. v. Google LLC et al.*, No. 3:20-
13 cv-05671-JD (N.D. Cal.).

14 3. The facts set forth in this declaration are true and correct to the best of my
15 knowledge, information, and belief, and are based on my personal knowledge of Google’s
16 policies and practices as they relate to the treatment of confidential information, the materials
17 that were provided to me and reviewed by me, and/or conversations with other knowledgeable
18 employees of Google. If called upon as a witness in this action, I could and would testify from
19 my personal knowledge and knowledge acquired from sources with factual foundation.

20 **The Material to Be Sealed Is Highly Confidential Because It Reflects Non-Public**
21 **Commercial Agreements and Contract Proposals, and Because It Reveals Google’s**
22 **Competitive Decision-Making and Business Strategy**

23 4. As demonstrated with factual particularity below, all the material for which
24 Google requests sealing is maintained as highly confidential. To the best of my knowledge, none
25 of this material has been publicly disclosed.

26 5. As a matter of routine practice and internal policy, Google and its employees
27 strictly treat as confidential, inter alia, (i) internal, non-public financial information; (ii) non-
28 public commercial proposals to third parties; (iii) non-public agreements with third parties; (iv)

1 internal surveys and analyses of customer preferences, spending, revenue, market conditions,
2 business strategy, competitive dynamics, and commercial opportunities; (v) non-public financial
3 forecasts and business plans; (vi) trade secrets; and (vii) other sensitive material that, if publicly
4 disclosed, could potentially enable Google's competitors to undermine Google's competitive
5 position in the marketplace, allow current or prospective business partners or counterparties to
6 take unfair advantage of Google in negotiations or other business affairs, violate Google's
7 confidentiality obligations to third parties, or otherwise prejudice Google's business interests. In
8 my experience and to the best of my knowledge, Google does not disclose internal documents,
9 data, or information of this nature outside of the company, except to authorized third parties
10 when so required or permitted by law or contract. To that end and in order to prevent inadvertent
11 revelation of this information to the public, Google has several policies in place like prohibiting
12 employees from accessing information beyond what is reasonably necessary to perform their
13 duties, limiting access to certain internal systems, permitting access to document databases on a
14 need-to-know basis, and requiring the use of an encrypted email system. I am also aware that,
15 generally, Google employees are required to sign a confidentiality agreement requiring each
16 employee to keep information confidential and shared only within the company.

17 6. Third parties—including Google's customers, suppliers, business partners, and
18 others who interact or transact with Google in an array of contexts—entrust highly sensitive,
19 non-public, and confidential information to Google every day. These third parties have an
20 expectation that Google can and will protect the confidentiality of that information. In many
21 cases, Google is contractually bound to keep that information confidential. In my experience and
22 to the best of my knowledge, Google does not disclose internal documents, data, or information
23 reflecting third parties' confidential information outside of the company, unless and only to the
24 extent it has been authorized (or is lawfully permitted or required) to do so. Rather, as noted
25 above, Google policies and protocols are designed to ensure the confidentiality of third-party
26 material is strictly maintained.

27 **There is Good Cause and Compelling Reasons to Seal Google's Highly Confidential**
28 **Material**

7. As demonstrated with factual particularity below, there is “good cause” to seal Google’s confidential materials. But even if Google were required to demonstrate “compelling reasons” for sealing, the materials for which Google requests sealing would still satisfy that standard. The public disclosure of Google’s internal, confidential material (including material that reflects third parties’ confidential information) could, among other things, harm Google’s business and customer relationships, undermine Google’s ability to retain and attract customers and business partners who entrust Google with their confidential information, jeopardize Google’s ability to conduct business with current and prospective business partners, enable Google’s competitors to undermine Google’s competitive position in the marketplace, allow current or prospective business partners or counterparties to take unfair advantage of Google in negotiations or other business affairs, or otherwise prejudice Google’s and/or third parties’ business interests. These materials therefore derive economic value from not being generally known to Google’s competitors, counterparties, or the public. The release of this information to the public will cause tangible commercial injury to Google and to those who provided their confidential information to Google with the expectation that confidences would be maintained.

8. I understand that this Motion requests that the Court maintain the specific information identified below under seal. For the reasons stated below, this information is confidential and highly sensitive, and if publicly disclosed, could significantly prejudice Google's competitive position by harming Google's relationship with business partners, putting Google at unfair disadvantage in future business negotiations, and permitting Google's competitors to gain unfair advantage in competition with Google.

Specific Information to Be Sealed

Plaintiffs’ Omnibus Opposition to Defendants’ Omnibus Motions in Limine No. 5

9. **Plaintiffs’ Opposition to Google’s Motion in *Limine* No. 5, Page 15, line 4-5 (between “noting that the Google Play Store contributed” and “Alphabet H1’2020 operating profit”).** This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data,

1 which is non-public, and if revealed to competitors and potential business counterparties, could
2 be used to disadvantage and cause Google competitive harm by giving competitors insight into
3 confidential Google financial information.

4 **10. Plaintiffs’ Opposition to Google’s Motion in Limine No. 5, Page 15, line 6-9**
5 **(between “stating that he holds” and “unvested Google shares”).** This text contains the
6 specific dollar-value of Google shares that an individual Google employee owns. Disclosure of
7 this personally identifying and highly sensitive personal financial information would violate that
8 individual's reasonable expectation of privacy in their personal information shared privately with
9 Google. Google does not seek to redact the *fact* that the employee holds Google stock, which is
10 relevant to the Motion. But Google does seek to redact exact stock amount: No public interest is
11 served by the public disclosure of the sensitive, personal information that that specific amount
12 represents.

13 **Plaintiffs’ Omnibus Oppositions to Defendants’ Omnibus Motions in Limine – Exhibit 2**
14 **(GOOG-PLAY5-000500320)**

15 **11. Exhibit 2 (Names of chat participants, except for first initials).** This text
16 contains the identities of current Google employees. Disclosure of these names and email
17 addresses is of limited value to the public—as their identities are not relevant to the disposition
18 of this case. The public is still able to view the substantive portions of the document, while
19 individuals’ reputations and identities are protected. Thus, even with narrow redactions of non-
20 party individuals’ names, the public can readily understand the import of Ex. 14 and its interest
21 in disclosure of Ex. 14 in its entirety is limited and outweighed by the compelling reasons for
22 sealing.

23 **12. Exhibit 2, Bates -332 (between “Play originally wanted” and “but then**
24 **settled”; between “the teams agreed on” and end of sentence; between “really burdensome**
25 **to” and end of sentence; between “mad at” and “and 2) also mad”; between “Google Ads**
26 **can only” and end of sentence).** This information reveals Google’s confidential, non-public
27 strategic considerations. This information has never been disclosed publicly and the Google Play
28

product team treats it as strictly confidential. If publicly revealed, this information could influence the competitive decision-making and business strategies employed by Google’s app store competitors, for example by influencing how those app stores market themselves to U.S. developers and how they distinguish themselves from Google Play in the eyes of U.S. developers.

**Plaintiffs’ Omnibus Oppositions to Defendants’ Omnibus Motions in Limine – Exhibit 3
(GOOG-PLAY5-000500584)**

13. Exhibit 3, Page -631 (Names of chat participants, except for first initials).

This text contains the identities of current Google employees. Disclosure of these names and email addresses is of limited value to the public—as their identities are not relevant to the disposition of this case. The public is still able to view the substantive portions of the document, while individuals’ reputations and identities are protected. Thus, even with narrow redactions of non-party individuals’ names, the public can readily understand the import of Exhibit 3 and its interest in disclosure of Exhibit 3 in its entirety is limited and outweighed by the compelling reasons for sealing.

**Plaintiffs’ Omnibus Oppositions to Defendants’ Omnibus Motions in Limine – Exhibit 4
(GOOG-PLAY-001265881)**

14. Exhibit 4, Page -883 (between “For Samsung:” and “expected new profit/year in 2022”; between “vs. Samsung’s” and “annual profit).”; between “Today: Galaxy store” and “time spent vs. Play store”). This text includes Google’s estimates for Samsung’s revenue, monthly active users, time spent, and profit for the Samsung Galaxy Store. This text contains confidential, non-public information regarding a non-party OEM, and implicates the non-parties’ confidentiality interests by purporting to reveal the nonparties’ confidential statements made during negotiations. Further, disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making, which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors

1 could use this non-party information to unfairly target Google’s partners. Further, this
2 information reveals Google's internal non-public profit, revenue, and financial calculations.
3 These data sets are not otherwise publicly reported by the company and their disclosure is likely
4 to cause Google competitive harm and give its competitors an unfair advantage. Google's
5 competitors could improperly utilize this internal, non-public data to modify or augment their
6 business operations in an effort to compete unfairly against Google. Moreover, visibility into
7 Google interpretation of the data gives Google's competitors improper insight into the financial
8 health and future outlook of the Play business, which also arguably gives Google's competitors
9 an unfair advantage. Further, the disclosure of an OEM’s highly confidential information would
10 significantly affect the OEM’s business. For example, OEM competitors could leverage this
11 information to reap an unearned competitive advantage. They could exploit this information—
12 that they otherwise would not have access to—to inform their own business strategies. To
13 prevent these competitive harms from coming to fruition, OEMs proactively maintain the
14 confidentiality of its strategic information, only disclosing it to a select group of individuals on
15 an as-needed basis.

16 15. **Exhibit 4, Page -883 (between “For Play:” and “most likely margin at risk**
17 **for 2022”; between “For developers” and “average net rev uplift”; between “Play: Max**
18 **revenue risk is” and “; Max margin”; between “Max margin impact” and end of sentence).**

19 This text indicates Google’s estimates for Google Play margins at risk in 2022 related to its non-
20 public internal assessment of expected performance of the Samsung Galaxy Store, as well as
21 Google’s estimates of the impact on its developer customers from the Galaxy Store in 2022.
22 Those estimates include as inputs Google’s estimates for Samsung’s revenue, monthly active
23 users, time spent, and profit for the Samsung Galaxy Store. This text contains confidential, non-
24 public information regarding a non-party OEM, and implicates the non-parties’ confidentiality
25 interests by purporting to reveal the nonparties’ confidential statements made during
26 negotiations. Further, disclosure of this non-public information is likely to result in competitive
27 harm to Google, as it reveals strategic decision-making, which, for example, could give a
28

competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's partners. Further, this information reveals Google's internal non-public profit, revenue, and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google's competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google. Moreover, visibility into Google interpretation of the data gives Google's competitors improper insight into the financial health and future outlook of the Play business, which also arguably gives Google's competitors an unfair advantage. Further, the disclosure of an OEM's highly confidential information would significantly affect the OEM's business. For example, OEM competitors could leverage this information to reap an unearned competitive advantage. They could exploit this information—that they otherwise would not have access to—to inform their own business strategies. To prevent these competitive harms from coming to fruition, OEMs proactively maintain the confidentiality of its strategic information, only disclosing it to a select group of individuals on an as-needed basis. Finally, this information reveals Google's internal non-public profit, revenue, and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google's competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google.

16. **Exhibit 4, Page -885 (text above arrow graphic; between “+ Assumes” and “market share in KR”; between “150 HC,” and “rev share”; between “data,” and “from Ads”).** This text reflects Google's non-public internal estimates and analyses of likely net profits for the Galaxy Store in 2019 and 2022, as well as related risk to Google Play profits in 2022. It also reflects Google's estimates for key inputs into those projections: Samsung's revenue, monthly active users, time spent, and profit for the Samsung Galaxy Store. This text

contains confidential, non-public information regarding a non-party OEM, and implicates the non-parties' confidentiality interests by purporting to reveal the nonparties' confidential statements made during negotiations. Further, disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making, which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's partners. Further, this information reveals Google's internal non-public profit, revenue, and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google's competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google. Moreover, visibility into Google interpretation of the data gives Google's competitors improper insight into the financial health and future outlook of the Play business, which also arguably gives Google's competitors an unfair advantage. Further, the disclosure of an OEM's highly confidential information would significantly affect the OEM's business. For example, OEM competitors could leverage this information to reap an unearned competitive advantage. They could exploit this information—that they otherwise would not have access to—to inform their own business strategies. To prevent these competitive harms from coming to fruition, OEMs proactively maintain the confidentiality of its strategic information, only disclosing it to a select group of individuals on an as-needed basis. Finally, this information reveals Google's internal non-public profit, revenue, and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google's competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google.

17. **Exhibit 4, Page -897 (between “2-10x” and “/year”); between “estimate roughly” and “potential revenue”; between “Galaxy Store Home screen ads” and end of**

line; between “Game launcher ads” and end of line; between “N-1 screen” and “potential revenue”; between “CPM” and end of line; between “Monthly impressions” and end of line). This text includes Google’s non-public analysis and estimations of Samsung’s revenue, monthly active users, time spent, and profit for the Samsung Galaxy Store. This text contains confidential, non-public information regarding a non-party OEM, and implicates the non-parties’ confidentiality interests by purporting to reveal the nonparties’ confidential statements made during negotiations. Further, disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making, which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google’s partners. Further, this information reveals Google’s internal non-public profit, revenue, and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google’s competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google. Moreover, visibility into Google interpretation of the data gives Google’s competitors improper insight into the financial health and future outlook of the Play business, which also arguably gives Google’s competitors an unfair advantage. Further, the disclosure of an OEM’s highly confidential information would significantly affect the OEM’s business. For example, OEM competitors could leverage this information to reap an unearned competitive advantage. They could exploit this information—that they otherwise would not have access to—to inform their own business strategies. To prevent these competitive harms from coming to fruition, OEMs proactively maintain the confidentiality of its strategic information, only disclosing it to a select group of individuals on an as-needed basis.

18. **Exhibit 4, Page -904 (between “Top titles co-list (” and “of Play revenue”; contents of table).** This text projects Samsung’s net profits and related risk to Google Play profits in 2022 based on internal Google projections for Samsung’s investments into its Galaxy

1 Store. This text includes Google's estimates for Samsung's revenue, monthly active users, time
2 spent, and profit for the Samsung Galaxy Store. This text contains confidential, non-public
3 information regarding a non-party OEM, and implicates the non-parties' confidentiality interests
4 by purporting to reveal the nonparties' confidential statements made during negotiations.
5 Further, disclosure of this non-public information is likely to result in competitive harm to
6 Google, as it reveals strategic decision-making, which, for example, could give a competitor or
7 potential business partner unfair leverage in competing against or negotiating with Google.
8 Moreover, Google's competitors could use this non-party information to unfairly target Google's
9 partners. Further, this information reveals Google's internal non-public profit, revenue, and
10 financial calculations. These data sets are not otherwise publicly reported by the company and
11 their disclosure is likely to cause Google competitive harm and give its competitors an unfair
12 advantage. Google's competitors could improperly utilize this internal, non-public data to modify
13 or augment their business operations in an effort to compete unfairly against Google. Moreover,
14 visibility into Google interpretation of the data gives Google's competitors improper insight into
15 the financial health and future outlook of the Play business, which also arguably gives Google's
16 competitors an unfair advantage. Further, the disclosure of an OEM's highly confidential
17 information would significantly affect the OEM's business. For example, OEM competitors
18 could leverage this information to reap an unearned competitive advantage. They could exploit
19 this information—that they otherwise would not have access to—to inform their own business
20 strategies. To prevent these competitive harms from coming to fruition, OEMs proactively
21 maintain the confidentiality of its strategic information, only disclosing it to a select group of
22 individuals on an as-needed basis. Finally, this information reveals Google's internal non-public
23 profit, revenue, and financial calculations. These data sets are not otherwise publicly reported by
24 the company and their disclosure is likely to cause Google competitive harm and give its
25 competitors an unfair advantage. Google's competitors could improperly utilize this internal,
26 non-public data to modify or augment their business operations in an effort to compete unfairly
27 against Google.

1 **19. Exhibit 4, Page -915 (between “TAC Payment” and end of sentence; between**
2 **“Ads Spend:” and “(includes non-mobile division”).)** This text contains confidential, non-
3 public information regarding non-party business partners, and implicates the non-parties’
4 confidentiality interests by purporting to reveal the nonparties’ confidential statements made
5 during negotiations. Further, disclosure of this non-public information is likely to result in
6 competitive harm to Google, as it reveals strategic decision-making, which, for example, could
7 give a competitor or potential business partner unfair leverage in competing against or
8 negotiating with Google. Moreover, Google’s competitors could use this non-party information
9 to unfairly target Google’s partners. Further, this information reveals Google’s internal non-
10 public profit, revenue, and financial calculations. These data sets are not otherwise publicly
11 reported by the company and their disclosure is likely to cause Google competitive harm and
12 give its competitors an unfair advantage. Google’s competitors could improperly utilize this
13 internal, non-public data to modify or augment their business operations in an effort to compete
14 unfairly against Google. Moreover, visibility into the trends in the data (i.e., figures across
15 multiple years) gives Google’s competitors improper insight into the financial health and future
16 outlook of the Play business, which also arguably gives Google’s competitors an unfair
17 advantage. Further, the disclosure of mobile carrier and OEM’s highly confidential information
18 would significantly harm mobile carriers’ and OEMs’ business. For example, mobile carrier and
19 OEM competitors could leverage this information to reap an unearned competitive advantage.
20 They could exploit this information—that they otherwise would not have access to—to inform
21 their own business strategies. To prevent these competitive harms from coming to fruition,
22 mobile carrier and OEMs proactively maintains the confidentiality of its strategic information,
23 only disclosing it to a select group of individuals on an as-needed basis.

24 **Plaintiffs’ Omnibus Oppositions to Defendants’ Omnibus Motions in Limine – Exhibit 5**
25 **(GOOG-PLAY-004488106)**

26 **20. Exhibit 5, page -107.R (between “Ask: Spend” and “in 2023”; between**
27 **“Offer up to” and “Play rev”; between “to OEMs” and “to smaller OEMs”; between**
28

1 “spending est” and “in 2020”; between “up to” and “(steady state)”; between “total of” and
2 “for Xiaomi”; between “Xiaomi and” and “for carriers”). This text contains confidential,
3 non-public information regarding non-party developers, and implicates the non-parties’
4 confidentiality interests by purporting to reveal the nonparties’ confidential statements made
5 during negotiations. Further, disclosure of this non-public information is likely to result in
6 competitive harm to Google, as it reveals strategic decision-making, which, for example, could
7 give a competitor or potential business partner unfair leverage in competing against or
8 negotiating with Google. Moreover, Google’s competitors could use this non-party information
9 to unfairly target Google’s partners. Further, this information reveals Google’s internal non-
10 public profit, revenue, and financial calculations. These data sets are not otherwise publicly
11 reported by the company and their disclosure is likely to cause Google competitive harm and
12 give its competitors an unfair advantage. Google’s competitors could improperly utilize this
13 internal, non-public data to modify or augment their business operations in an effort to compete
14 unfairly against Google. Moreover, visibility into the trends in the data (i.e., figures across
15 multiple years) gives Google’s competitors improper insight into the financial health and future
16 outlook of the Play business, which also arguably gives Google’s competitors an unfair
17 advantage. Further, the disclosure of mobile carrier and OEM’s highly confidential information
18 would significantly harm mobile carriers’ and OEMs’ business. For example, mobile carrier and
19 OEM competitors could leverage this information to reap an unearned competitive advantage.
20 They could exploit this information—that they otherwise would not have access to—to inform
21 their own business strategies. To prevent these competitive harms from coming to fruition,
22 mobile carrier and OEMs proactively maintains the confidentiality of its strategic information,
23 only disclosing it to a select group of individuals on an as-needed basis.

24 21. **Exhibit 5, page -108.R (both charts and all text below the heading that begins**
25 **with “Scope”).** This information reveals Google’s internal non-public profit, revenue, and
26 financial calculations. These data sets are not otherwise publicly reported by the company and
27 their disclosure is likely to cause Google competitive harm and give its competitors an unfair
28

1 advantage. Google's competitors could improperly utilize this internal, non-public data to modify
2 or augment their business operations in an effort to compete unfairly against Google. Moreover,
3 visibility into the trends in the data (i.e., figures across multiple years) gives Google's
4 competitors improper insight into the financial health and future outlook of the Play business,
5 which also arguably gives Google's competitors an unfair advantage.

6 22. **Exhibit 5, page -109.R (the figures in the columns with the headings**
7 **beginning with “2017A” and “2018A”).** This text contains confidential, non-public
8 information regarding Google’s agreements with non-party developers. Disclosure of this non-
9 public information is likely to result in competitive harm to Google, as it reveals strategic
10 decision-making which, for example, could give a competitor or potential business partner unfair
11 leverage in competing against or negotiating with Google. Moreover, Google’s competitors
12 could use this non-party information to unfairly target Google's developer partners and offer
13 specific deal terms designed to undercut those offered by Google. This information reflects and
14 is calculated from internal, non-public Google financial data. Google spends significant
15 resources compiling and maintaining this valuable data, which is non-public, and if revealed to
16 competitors and potential business counterparties, could be used to disadvantage and cause
17 Google competitive harm by giving competitors insight into confidential Google financial
18 information. Further, this information reflects sensitive, highly confidential characterizations by
19 Google's internal business teams that, if revealed, could be referenced by potential counterparties
20 in negotiations with Google to gain an unfair advantage against Google. Further, the disclosure
21 of OEMs' highly confidential information would significantly harm OEMs' business. For
22 example, OEMs' competitors could leverage this information to reap an unearned competitive
23 advantage. They could exploit this information—that they otherwise would not have access to—
24 to inform their own business strategies. To prevent these competitive harms from coming to
25 fruition, OEMs proactively maintain the confidentiality of their strategic information, only
26 disclosing it to a select group of individuals on an as-needed basis.

23. **Exhibit 5, page -111.R (between “higher 2023 spend” and “only due to”; between start of sentence and “incremental revenue share”; “share in 2023” and “for Google forward”; between “devices +” and “for devices with”).** This text contains confidential, non-public information regarding non-party developers, and implicates the non-parties’ confidentiality interests by purporting to reveal the nonparties’ confidential statements made during negotiations. Further, disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making, which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors could use this non-party information to unfairly target Google’s partners. Further, this information reveals Google’s internal non-public profit, revenue, and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google’s competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google. Moreover, visibility into the trends in the data (i.e., figures across multiple years) gives Google’s competitors improper insight into the financial health and future outlook of the Play business, which also arguably gives Google’s competitors an unfair advantage.

24. **Exhibit 5, page -112.R (between start of sentence and “Browser search revenue”; between “GSA Widget” and “overall Search rev”; between start of sentence and “Search revenue share (as TODAY”; between start of sentence and “Search (as TODAY bonus”; between “bonus)” and “Play revenue share”; between “Play revenue share” and “of spend”); between “Xiaomi” and “for selected smaller”).** This text contains confidential, non-public information regarding Google’s agreements with non-party OEMs. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s competitors

1 could use this non-party information to unfairly target Google's partners and offer specific deal
2 terms designed to undercut those offered by Google.

3 25. **Exhibit 5, page -113.R (between start of sentence and “GROSS Search rev**
4 **share”; between start of sentence and “GROSS Search rev share (as TODAY”; between**
5 **start of sentence and “GROSS Search rev share (no Play”; between “carriers to spend”**
6 **and “(ramp)”;** between “Spend” and “of the incremental”). This text contains confidential,
7 non-public information regarding Google’s agreements with non-party carriers. Disclosure of
8 this non-public information is likely to result in competitive harm to Google, as it reveals
9 strategic decision-making which, for example, could give a competitor or potential business
10 partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s
11 competitors could use this non-party information to unfairly target Google's partners and offer
12 specific deal terms designed to undercut those offered by Google.

13 26. **Exhibit 5, page -115.R (between “spending the” and “in 2023”; between**
14 **“Risk Hedging” and “search +”; between “search +” and “Play”; between “forward**
15 **devices” and “search +”; between “search +” and “Play”; between “Search & assistant”**
16 **and end of sentence; between “Transsion” and end of sentence; between “Hedge:” and**
17 **“non covered”; between “revenue” and “of browser”; between “browser and” and “in**
18 **Europe revenue;” between “on incremental” and “devices”; between “Hedge” and “non-**
19 **covered Play”; between “actives)” and “in Search +”; between “in Search +” and “in Play**
20 **in Lieu”; between “actives)” and “in Search +”; between “in Search +” and “in Play”;**
21 **between “actives)” and “in Search to get”; between “up to spend” and “in co-marketing”).**
22 This information reveals Google's internal non-public profit, revenue, and financial calculations.
23 These data sets are not otherwise publicly reported by the company and their disclosure is likely
24 to cause Google competitive harm and give its competitors an unfair advantage. Google's
25 competitors could improperly utilize this internal, non-public data to modify or augment their
26 business operations in an effort to compete unfairly against Google. Moreover, visibility into the
27 trends in the data (i.e., figures across multiple years) gives Google's competitors improper insight
28

1 into the financial health and future outlook of the Play business, which also arguably gives
2 Google's competitors an unfair advantage. Further, the disclosure of OEMs' highly confidential
3 information would significantly harm OEMs' business. For example, OEMs' competitors could
4 leverage this information to reap an unearned competitive advantage. They could exploit this
5 information—that they otherwise would not have access to—to inform their own business
6 strategies. To prevent these competitive harms from coming to fruition, OEMs proactively
7 maintain the confidentiality of their strategic information, only disclosing it to a select group of
8 individuals on an as-needed basis.

9 27. **Exhibit 5, page -116.R (between "investing" and "per device", between "on**
10 **Android" and "in 2023"; all text below “Theoretical Break-even” and above “Pay-out”,**
11 **“Revenue uplift potential” and “App bounty savings opportunity”; all text in chart under**
12 **“Pay-out”; between “Revenue uplift potential” and “Assuming 50% of”; between “varies**
13 **by OEM” and end of sentence; “between “+\$2” and “Total)”; between “Carrier devices**
14 **only!” and “in marketing”; between “of which” and “to be spent specifically”; between “1P**
15 **services e.g.” and “revenue from 1P”; between “generated” and “revenue”; between “GFD**
16 **is” and “more expensive”; between “LG” and “savings”; between “Other non CN OEMs”**
17 **and “savings per device”; the dollar amount preceding “in marketing”).** This text contains
18 confidential, non-public information regarding Google’s agreements with non-parties. Disclosure
19 of this non-public information is likely to result in competitive harm to Google, as it reveals
20 strategic decision-making which, for example, could give a competitor or potential business
21 partner unfair leverage in competing against or negotiating with Google. Moreover, Google’s
22 competitors could use this non-party information to unfairly target Google's partners and offer
23 specific deal terms designed to undercut those offered by Google. Further, this information
24 reflects and is calculated from internal, non-public Google financial data. Google spends
25 significant resources compiling and maintaining this valuable data, which is non-public, and if
26 revealed to competitors and potential business counterparties, could be used to disadvantage and
27 cause Google competitive harm by giving competitors insight into confidential Google financial
28

1 information. Further, this information reflects sensitive, highly confidential characterizations by
2 Google's internal business teams that, if revealed, could be referenced by potential counterparties
3 in negotiations with Google to gain an unfair advantage against Google. Further, the disclosure
4 of OEMs' highly confidential information would significantly harm OEMs' business. For
5 example, OEMs' competitors could leverage this information to reap an unearned competitive
6 advantage. They could exploit this information—that they otherwise would not have access to—
7 to inform their own business strategies. To prevent these competitive harms from coming to
8 fruition, OEMs proactively maintain the confidentiality of their strategic information, only
9 disclosing it to a select group of individuals on an as-needed basis.

10 28. **Exhibit 5, page -117.R (between “Google incremental” and “in 2023”; the**
11 **bar chart underneath the heading “GDAF TAC Payments by Tier”; the dollar amounts in**
12 **the columns with the headings “2018”, “2019”, “2020”, “2021”, “2022”, and “2023”; the**
13 **dollar amounts to the right of the table at the bottom of the slide before “Search Revshare”**
14 **and “Incr above”).** This information reflects and is calculated from internal, non-public Google
15 financial data. Google spends significant resources compiling and maintaining this valuable data,
16 which is non-public, and if revealed to competitors and potential business counterparties, could
17 be used to disadvantage and cause Google competitive harm by giving competitors insight into
18 confidential Google financial information. Further, this information reflects sensitive, highly
19 confidential characterizations by Google's internal business teams that, if revealed, could be
20 referenced by potential counterparties in negotiations with Google to gain an unfair advantage
21 against Google.

22 29. **Exhibit 5, page -118.R (between “will reach” and “in 2023”; between “in**
23 **2023” and “from Play”; between “from Play” and “Search”; all figures in the columns with**
24 **the headings “2018A”; “2019E”; “2020F”; “2021F”; “2022F”; 2023F” and “Two Year**
25 **Term”; and between “reinvestment is” and “in each year”).** This information reflects and is
26 calculated from internal, non-public Google financial data. Google spends significant resources
27 compiling and maintaining this valuable data, which is non-public, and if revealed to competitors
28

1 and potential business counterparties, could be used to disadvantage and cause Google
2 competitive harm by giving competitors insight into confidential Google financial information.
3 Further, this information reflects sensitive, highly confidential characterizations by Google's
4 internal business teams that, if revealed, could be referenced by potential counterparties in
5 negotiations with Google to gain an unfair advantage against Google.

6 **30. Exhibit 5, page -121.R (between “will reach” and “in 2023”; dollar amounts**
7 **in the columns with the headings “2018A”, “2019E”, “2020F”, “2021F”, “2022F”, and**
8 **“2023F”; between “be between” and “GFWD”; between “enrollment of” and the end of the**
9 **sentence; between “bonus rates” and “for most”; between “OEMs and” and “for**
10 **Carriers”).** This information reflects and is calculated from internal, non-public Google
11 financial data. Google spends significant resources compiling and maintaining this valuable data,
12 which is non-public, and if revealed to competitors and potential business counterparties, could
13 be used to disadvantage and cause Google competitive harm by giving competitors insight into
14 confidential Google financial information. Further, this information reflects sensitive, highly
15 confidential characterizations by Google's internal business teams that, if revealed, could be
16 referenced by potential counterparties in negotiations with Google to gain an unfair advantage
17 against Google. Further, the disclosure of OEMs' highly confidential information would
18 significantly harm OEMs' business. For example, OEMs' competitors could leverage this
19 information to reap an unearned competitive advantage. They could exploit this information—
20 that they otherwise would not have access to—to inform their own business strategies. To
21 prevent these competitive harms from coming to fruition, OEMs proactively maintain the
22 confidentiality of their strategic information, only disclosing it to a select group of individuals on
23 an as-needed basis.

24 **31. Exhibit 5, page -122.R (between “to spend” and “to cover”; between “to**
25 **cover” and “in key”; between “deals as-is” and “unsc’rd”; between “unsc’rd” and**
26 **“Revshare” under heading “Case 1”; all three green and yellow columns; text before**
27 **“Revshare” in both blue text boxes”; between “GDAF proposal” and “unsc’rd”; between**
28

1 “unsc’rd” and “Revshare” under heading “Case 2”; between “RSAs expire” and
2 “unsc’rd”; between “unsc’rd” and “Revshare” under heading “Case 3”). This text contains
3 confidential, non-public information regarding Google’s agreements with non-party carriers.
4 Disclosure of this non-public information is likely to result in competitive harm to Google, as it
5 reveals strategic decision-making which, for example, could give a competitor or potential
6 business partner unfair leverage in competing against or negotiating with Google. Moreover,
7 Google’s competitors could use this non-party information to unfairly target Google's carrier
8 partners and offer specific deal terms designed to undercut those offered by Google. This
9 information reflects and is calculated from internal, non-public Google financial data. Google
10 spends significant resources compiling and maintaining this valuable data, which is non-public,
11 and if revealed to competitors and potential business counterparties, could be used to
12 disadvantage and cause Google competitive harm by giving competitors insight into confidential
13 Google financial information. Further, this information reflects sensitive, highly confidential
14 characterizations by Google's internal business teams that, if revealed, could be referenced by
15 potential counterparties in negotiations with Google to gain an unfair advantage against Google.
16 Further, the disclosure of OEMs' highly confidential information would significantly harm
17 OEMs' business. For example, OEMs' competitors could leverage this information to reap an
18 unearned competitive advantage. They could exploit this information—that they otherwise
19 would not have access to—to inform their own business strategies. To prevent these competitive
20 harms from coming to fruition, OEMs proactively maintain the confidentiality of their strategic
21 information, only disclosing it to a select group of individuals on an as-needed basis.

22 32. **Exhibit 5, page -123.R (the dollar amounts in the columns with the headings**
23 **“2018A”, “2019E”, “2020F”, “2021F”, “2022F” and “2023F”).** This information reveals
24 Google's internal non-public profit, revenue, and financial calculations. These data sets are not
25 otherwise publicly reported by the company and their disclosure is likely to cause Google
26 competitive harm and give its competitors an unfair advantage. Google's competitors could
27 improperly utilize this internal, non-public data to modify or augment their business operations
28

1 in an effort to compete unfairly against Google. Moreover, visibility into the trends in the data
2 (i.e., figures across multiple years) gives Google's competitors improper insight into the financial
3 health and future outlook of the Play business, which also arguably gives Google's competitors
4 an unfair advantage.

5 **Plaintiffs' Omnibus Oppositions to Defendants' Omnibus Motions in Limine – Exhibit 7**
6 **(GOOG-PLAY-000338400.R)**

7 33. **Exhibit 7, Page -401 (between “on track to deliver” and “in revenue*”;**
8 **between “revenue*” and “and approximately”; between “and approximately” and “of**
9 **Alphabet H1’2020 operating profit”; between “momentum revenue forecast” and “by**
10 **2025)”;** between “grow beyond momentum to” and “by 2025. 3 key”; between “3 key areas
11 of opportunity:” and end of bullet-point list; and between “a path to grow” and “above the
12 momentum forecast 5 years out.”). This information reveals Google's internal non-public
13 profit, revenue, and financial calculations for 2020 and as projected forward through 2025, and
14 Google’s internal strategic priorities for the same period. These data sets are not otherwise
15 publicly reported by the company and their disclosure is likely to cause Google competitive harm
16 and give its competitors an unfair advantage. Google's competitors could improperly utilize this
17 internal, non-public data to modify or augment their business operations in an effort to compete
18 unfairly against Google. Moreover, visibility into the trends in the data (i.e., figures across
19 multiple years) gives Google’s competitors improper insight into the financial health and future
20 outlook of the Play business, which also arguably gives Google's competitors an unfair
21 advantage. Finally, this text reflects confidential and recent business strategy considerations by
22 Google, including considered Google’s internal strategic priorities for Google through 2025. If
23 publicly revealed, this information could cause Google competitive harm by giving other parties
24 insight into Google's strategic considerations and plans, and thus a competitive advantage over
25 Google in ongoing or future business negotiations and commercial strategy.

26 **Plaintiffs' Omnibus Oppositions to Defendants' Omnibus Motions in Limine – Exhibit 8**
27 **(Excerpt of Rosenberg Tr.)**
28

34. **Exhibit 8, Pages -387-89 (between “It had been” and “. There was –”; between “in January where it went up I think” and “, but I don’t remember the exact number”; between “And when you say” and “you mean in the range”; between “into the range of between” and “A. Correct.”; between “I’m doing some math. I think – I think it would be” and “shares? A. Correct.”; between “What is the approximate time frame over which those shares will vest? A. I think it would be” and “I believe.”; between “Q. So if Google closed today at \$2,772 and you have” and “am I doing the math right”; between “to understand that that’s” and “worth of Google stock?”; between “Approximately how many vested shares do you hold?” and “Q. Great.” ; between “put on file with the SEC?” and “Q. I don’t know actually.”; between “Q. I don’t know actually.” and end of page).**

This text contains a discussion of the specific numbers, dollar values, and schedules associated with an individual Google employee’s salary and stock holdings. Disclosure of this personally identifying and highly sensitive personal financial information would violate that individual’s reasonable expectation of privacy in their personal information shared privately with Google. Google does not seek to redact the *fact* that the employee receives a salary or holds Google stock, which is relevant to the Motion. But Google does seek to redact exact vesting schedule information, amount, and dollar value of the employee’s salary and stock holdings. No public interest is served by the public disclosure of that sensitive, personal information.

**Plaintiffs’ Omnibus Oppositions to Defendants’ Omnibus Motions in Limine – Exhibit 9
(GOOG-PLAY-007819062)**

35. **Exhibit 9, Page -077 (green column under “BYOB”).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

36. **Exhibit 9, Page -078 (between “Costs range from” and end of line; all figures above the three blue columns).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

37. **Exhibit 9, Page -081 (all text to the right of “Est. Margin Cost”; between “Cost at” and “-assuming some behavior”; between “changes in games” and “apps”; between “apps;” and “(games) Content Creator”; between “apps such as” and “who have a large creator platform”; between “usually published rates)” and “India program”; between “Content creator:” and “margin against existing”).** This information reveals Google’s internal non-public profit and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google’s competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google. Moreover, this text contains confidential, non-public information regarding non-party developers, and implicates the non-party’s confidentiality interests, by revealing the identity of Google business partners who are not party to this litigation, and who have a reasonable expectation that Google will maintain the confidentiality of contractual terms and its own confidential statements made during negotiations.

38. **Exhibit 9, Page -083 (between “change would be” and “for apps”; between “for apps” and “for games”; all figures in the table below subheaders; between “devs shift just” and “of IAP spend”; between “Cost by” and “for apps”; between “for apps” and “for games);” between “smaller tiers does not” and “this is because”; between “also means the” and “for” between “for” and “for games for the smallest”; between “subs give will be” and “for apps”; between “notional give” and “the size”; between “the size” and “for apps vs”;**

1 between “for apps vs” and “for games), but”; between “with subs is” and “compared to”;
2 between “compared to” and “for games”; between “tiers are actually” and “and”; between
3 “and” and “as we see the”; and between “richness for upper tiers” and “I have a
4 hypothesis”). This information reflects and is calculated from internal, non-public Google
5 financial data regarding the financial impact of the service fee for subscriptions on developers.
6 Google spends significant resources compiling and maintaining this valuable data, which is non-
7 public, and if revealed to competitors and potential business counterparties, could be used to
8 disadvantage and cause Google competitive harm by giving competitors insight into confidential
9 Google financial information. Further, this information reflects sensitive, highly confidential
10 characterizations by Google's internal business teams that, if revealed, could be referenced by
11 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

12 39. **Exhibit 9, Page -084 (between “smaller tiers does not” and “this is because”;**
13 **between “also means the” and “for”; between “for” and “for games for the smallest”;**
14 **between “subs give will be” and “for apps”; between “notional give” and “the size”;**
15 **between “the size” and “for apps vs”; between “for apps vs” and “for games), but”;**
16 **between “with subs is” and “compared to”; between “compared to” and “for games”;**
17 **between “tiers are actually” and “and”; between “and” and “as we see the”; and between**
18 **“richness for upper tiers” and “I have a hypothesis”).** This information reflects and is
19 calculated from internal, non-public Google financial data regarding the financial impact of the
20 service fee for subscriptions on developers. Google spends significant resources compiling and
21 maintaining this valuable data, which is non-public, and if revealed to competitors and potential
22 business counterparties, could be used to disadvantage and cause Google competitive harm by
23 giving competitors insight into confidential Google financial information. Further, this
24 information reflects sensitive, highly confidential characterizations by Google's internal business
25 teams that, if revealed, could be referenced by potential counterparties in negotiations with
26 Google to gain an unfair advantage against Google.

1 40. **Exhibit 9, Page -085 (all text in row to the right of “not published”).** This
2 information contains non-public information regarding Google’s confidential non-public internal
3 strategic considerations related to creating value for and attracting developers to the Play Store.
4 Further, this text contains confidential, non-public information regarding non-party developers,
5 and implicates the non-party’s confidentiality interests, by revealing the identity of Google
6 business partners who are not party to this litigation, and who have a reasonable expectation that
7 Google will maintain the confidentiality of contractual terms and its own confidential statements
8 made during negotiations. Further, disclosure of this non-public information is likely to result in
9 competitive harm to Google, as it reveals strategic decision-making, which, for example, could
10 give a competitor or potential business partner unfair leverage in competing against or
11 negotiating with Google. Moreover, Google’s competitors could use this non-party information
12 to unfairly target Google’s developer partners.

13 41. **Exhibit 9, Page -086 (between “Est. Margin Cost” and “- very few of these”;**
14 **between “Cost at” and “-assuming some behavior”; between “changes in games” and**
15 **“apps”; between “apps;” and “games) Content Creator”; between “apps such as” and**
16 **“who have a large creator platform”; between “usually published rates)” and “India**
17 **program”; between “Content creator:” and “margin against existing”).** This information
18 reveals Google's internal non-public profit and financial calculations. These data sets are not
19 otherwise publicly reported by the company and their disclosure is likely to cause Google
20 competitive harm and give its competitors an unfair advantage. Google's competitors could
21 improperly utilize this internal, non-public data to modify or augment their business operations
22 in an effort to compete unfairly against Google. Moreover, this text contains confidential, non-
23 public information regarding non-party developers, and implicates the non-party’s confidentiality
24 interests, by revealing the identity of Google business partners who are not party to this
25 litigation, and who have a reasonable expectation that Google will maintain the confidentiality of
26 contractual terms and its own confidential statements made during negotiations.

42. **Exhibit 9, Page -088 (text below “video”).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

43. **Exhibit 9, Page -112 (between “Effective Fee **” and “-15%”).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

44. **Exhibit 9, Page -120 (between “Est. Margin Cost” and “- very few of these”; between “Cost at” and “-assuming some behavior”; between “changes in games” and “apps”; between “apps;” and “games) Content Creator”; between “apps such as” and “who have a large creator platform”; between “usually published rates)” and “India program”; between “Content creator:” and “margin against existing”).** This information reveals Google's internal non-public profit and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google's competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google. Moreover, this text contains confidential, non-public information regarding non-party developers, and implicates the non-party’s confidentiality interests, by revealing the identity of Google business partners who are not party to this litigation, and who have a reasonable expectation that Google will maintain the confidentiality of contractual terms and its own confidential statements made during negotiations.

45. **Exhibit 9, Page -122 (between “(min.” and “Accommodates apps that”;
between “payout (min.” and “Extend creator”).** This information contains non-public information regarding Google’s confidential non-public internal strategic considerations related to creating value for and attracting developers to the Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google’s current competitive position by enabling Google’s competitors to mimic its confidential strategies in an effort to attract developers away from Google.

46. **Exhibit 9, Page -123 (between “Cost at” and “-assuming some behavior”; between “changes in games” and “apps”; between “apps;” and “games) Content Creator”; between “apps such as” and “who have a large creator platform”; between “usually published rates)” and “India program”; between “Content creator:” and “margin against existing”).** This information reveals Google's internal non-public profit and financial calculations. These data sets are not otherwise publicly reported by the company and their disclosure is likely to cause Google competitive harm and give its competitors an unfair advantage. Google's competitors could improperly utilize this internal, non-public data to modify or augment their business operations in an effort to compete unfairly against Google. Moreover, this text contains confidential, non-public information regarding non-party developers, and implicates the non-party’s confidentiality interests, by revealing the identity of Google business partners who are not party to this litigation, and who have a reasonable expectation that Google will maintain the confidentiality of contractual terms and its own confidential statements made during negotiations.

47. **Exhibit 9, Page -125 (all developers below “Match” in first column).** This text contains confidential, non-public information regarding non-party developers, and implicates the non-party’s confidentiality interests, by revealing the identity of Google business partners who are not party to this litigation, and who have a reasonable expectation that Google will maintain the confidentiality of contractual terms and its own confidential statements made during negotiations. Further, disclosure of this non-public information is likely to result in competitive

1 harm to Google, as it reveals strategic decision-making, which, for example, could give a
2 competitor or potential business partner unfair leverage in competing against or negotiating with
3 Google. Moreover, Google's competitors could use this non-party information to unfairly target
4 Google's developer partners.

5 **48. Exhibit 9, Page -126 (all developers besides "Bandcamp" in first column).**

6 This text contains confidential, non-public information regarding non-party developers, and
7 implicates the non-party's confidentiality interests, by revealing the identity of Google business
8 partners who are not party to this litigation, and who have a reasonable expectation that Google
9 will maintain the confidentiality of contractual terms and its own confidential statements made
10 during negotiations. Further, disclosure of this non-public information is likely to result in
11 competitive harm to Google, as it reveals strategic decision-making, which, for example, could
12 give a competitor or potential business partner unfair leverage in competing against or
13 negotiating with Google. Moreover, Google's competitors could use this non-party information
14 to unfairly target Google's developer partners.

15 **49. Exhibit 9, Page -126 (all three figures in the "Tomorrow" column with**
16 **"(min)" next to the figure).** This information contains non-public information regarding
17 Google's confidential non-public internal strategic considerations related to creating value for
18 and attracting developers to the Play Store. This information has never been disclosed publicly.
19 Disclosure of this information would adversely impact Google's current competitive position by
20 enabling Google's competitors to mimic its confidential strategies in an effort to attract
21 developers away from Google.

22 **50. Exhibit 9, Page -127 (all developers in first column).** This text contains
23 confidential, non-public information regarding non-party developers, and implicates the non-
24 party's confidentiality interests, by revealing the identity of Google business partners who are
25 not party to this litigation, and who have a reasonable expectation that Google will maintain the
26 confidentiality of contractual terms and its own confidential statements made during
27 negotiations. Further, disclosure of this non-public information is likely to result in competitive
28

1 harm to Google, as it reveals strategic decision-making, which, for example, could give a
2 competitor or potential business partner unfair leverage in competing against or negotiating with
3 Google. Moreover, Google's competitors could use this non-party information to unfairly target
4 Google's developer partners.

5 **51. Exhibit 9, Page -127 (all figures in the "Tomorrow" column).** This information
6 contains non-public information regarding Google's confidential non-public internal strategic
7 considerations related to creating value for and attracting developers to the Play Store. This
8 information has never been disclosed publicly. Disclosure of this information would adversely
9 impact Google's current competitive position by enabling Google's competitors to mimic its
10 confidential strategies in an effort to attract developers away from Google.

11 **52. Exhibit 9, Page -130 (figure below "10%" in last blue column).** This
12 information contains non-public information regarding Google's confidential non-public internal
13 strategic considerations related to creating value for and attracting developers to the Play Store.
14 This information has never been disclosed publicly. Disclosure of this information would
15 adversely impact Google's current competitive position by enabling Google's competitors to
16 mimic its confidential strategies in an effort to attract developers away from Google.

17 **53. Exhibit 9, Page -131 (between "content payout" and "Accommodates apps
18 that").** This information contains non-public information regarding Google's confidential non-
19 public internal strategic considerations related to creating value for and attracting developers to
20 the Play Store. This information has never been disclosed publicly. Disclosure of this
21 information would adversely impact Google's current competitive position by enabling Google's
22 competitors to mimic its confidential strategies in an effort to attract developers away from
23 Google.

24 **54. Exhibit 9, Page -132 (figure below "10%" in blue column).** This information
25 contains non-public information regarding Google's confidential non-public internal strategic
26 considerations related to creating value for and attracting developers to the Play Store. This
27 information has never been disclosed publicly. Disclosure of this information would adversely
28

1 impact Google's current competitive position by enabling Google's competitors to mimic its
2 confidential strategies in an effort to attract developers away from Google.

3 55. **Exhibit 9, Page -133 (figure below "10%" in blue column).** This information
4 contains non-public information regarding Google's confidential non-public internal strategic
5 considerations related to creating value for and attracting developers to the Play Store. This
6 information has never been disclosed publicly. Disclosure of this information would adversely
7 impact Google's current competitive position by enabling Google's competitors to mimic its
8 confidential strategies in an effort to attract developers away from Google.

9 56. **Exhibit 9, Page -134 (figure below "15%" in blue column).** This information
10 contains non-public information regarding Google's confidential non-public internal strategic
11 considerations related to creating value for and attracting developers to the Play Store. This
12 information has never been disclosed publicly. Disclosure of this information would adversely
13 impact Google's current competitive position by enabling Google's competitors to mimic its
14 confidential strategies in an effort to attract developers away from Google.

15 57. **Exhibit 9, Page -135 (figure below "10%" in blue column).** This information
16 contains non-public information regarding Google's confidential non-public internal strategic
17 considerations related to creating value for and attracting developers to the Play Store. This
18 information has never been disclosed publicly. Disclosure of this information would adversely
19 impact Google's current competitive position by enabling Google's competitors to mimic its
20 confidential strategies in an effort to attract developers away from Google.

21 58. **Exhibit 9, Page -136 (figure below "10%" in blue column).** This information
22 contains non-public information regarding Google's confidential non-public internal strategic
23 considerations related to creating value for and attracting developers to the Play Store. This
24 information has never been disclosed publicly. Disclosure of this information would adversely
25 impact Google's current competitive position by enabling Google's competitors to mimic its
26 confidential strategies in an effort to attract developers away from Google.

Plaintiffs' Omnibus Oppositions to Defendants' Omnibus Motions in Limine – Exhibit 10
(GOOG-PLAY-011450558)

59. **Exhibit 10, Page -639 (in the bullet point “Policy”, between “and funding” and the end of the sentence; between “pushed to change” and the end of the sentence).** This information contains non-public and confidential data regarding policies and developer relations on Google Play. This information has never been disclosed publicly and the Google Play product team treats it as strictly confidential. If publicly revealed, this information could influence the competitive decision-making and business strategies employed by Google’s app store competitors, for example by influencing how those app stores market themselves to U.S. developers and how they distinguish themselves from Google Play in the eyes of U.S. developers.

60. **Exhibit 10, Page -639 (underneath heading beginning with “NOTE: GAPP”, the text in the first bullet point).** This information contains non-public and confidential data regarding policies and developer relations on Google Play. This information has never been disclosed publicly and the Google Play product team treats it as strictly confidential. If publicly revealed, this information could influence the competitive decision-making and business strategies employed by Google’s app store competitors, for example by influencing how those app stores market themselves to U.S. developers and how they distinguish themselves from Google Play in the eyes of U.S. developers.

61. **Exhibit 10, Page -639 (in the bullet point titled” Content Delivery Fees”, between “Talking Point]:” and “one area”, between “issue of” and the end of the sentence.)** This information contains non-public and confidential data regarding policies and developer relations on Google Play. This information has never been disclosed publicly and the Google Play product team treats it as strictly confidential. If publicly revealed, this information could influence the competitive decision-making and business strategies employed by Google’s app store competitors, for example by influencing how those app stores market themselves to U.S.

1 developers and how they distinguish themselves from Google Play in the eyes of U.S.
2 developers.

3 62. **Exhibit 10, Page -639 (the text in the three sub-bullet points to the bullet**
4 **point titled” Content Delivery Fees”)**. This information contains non-public and confidential
5 data regarding policies and developer relations on Google Play. This information has never been
6 disclosed publicly and the Google Play product team treats it as strictly confidential. If publicly
7 revealed, this information could influence the competitive decision-making and business
8 strategies employed by Google’s app store competitors, for example by influencing how those
9 app stores market themselves to U.S. developers and how they distinguish themselves from
10 Google Play in the eyes of U.S. developers.

11 63. **Exhibit 10, Page -639 (the text following “Disney Upfront and Broadcast”)**.
12 This information contains non-public and confidential data regarding policies and developer
13 relations on Google Play. This information has never been disclosed publicly and the Google
14 Play product team treats it as strictly confidential. If publicly revealed, this information could
15 influence the competitive decision-making and business strategies employed by Google’s app
16 store competitors, for example by influencing how those app stores market themselves to U.S.
17 developers and how they distinguish themselves from Google Play in the eyes of U.S.
18 developers. This text also contains confidential, non-public information regarding Google’s
19 agreements with non-party developers. Disclosure of this non-public information is likely to
20 result in competitive harm to Google, as it reveals strategic decision-making which, for example,
21 could give a competitor or potential business partner unfair leverage in competing against or
22 negotiating with Google. Moreover, Google’s competitors could use this non-party information
23 to unfairly target Google’s developer partners and offer specific deal terms designed to undercut
24 those offered by Google.

25 64. **Exhibit 10, Page -639 (the text following “Platforms and Ecosystems”)**. This
26 information contains non-public and confidential data regarding policies and developer relations
27 on Google Play. This information has never been disclosed publicly and the Google Play product
28

1 team treats it as strictly confidential. If publicly revealed, this information could influence the
2 competitive decision-making and business strategies employed by Google's app store
3 competitors, for example by influencing how those app stores market themselves to U.S.
4 developers and how they distinguish themselves from Google Play in the eyes of U.S.
5 developers. This text also contains confidential, non-public information regarding Google's
6 agreements with non-party developers. Disclosure of this non-public information is likely to
7 result in competitive harm to Google, as it reveals strategic decision-making which, for example,
8 could give a competitor or potential business partner unfair leverage in competing against or
9 negotiating with Google. Moreover, Google's competitors could use this non-party information
10 to unfairly target Google's developer partners and offer specific deal terms designed to undercut
11 those offered by Google.

12 **Plaintiffs' Omnibus Oppositions to Defendants' Omnibus Motions in Limine – Exhibit 12**
13 **(GOOG-PLAY-011675561)**

14 65. **Exhibit 12, Page -629 (between “target of” and “incremental”; between “is**
15 **now” and the end of the sentence”).** This information reveals Google's internal non-public
16 profit, revenue, and financial calculations. These data sets are not otherwise publicly reported by
17 the company and their disclosure is likely to cause Google competitive harm and give its
18 competitors an unfair advantage. Google's competitors could improperly utilize this internal,
19 non-public data to modify or augment their business operations in an effort to compete unfairly
20 against Google. Moreover, visibility into the trends in the data (i.e., figures across multiple
21 years) gives Google's competitors improper insight into the financial health and future outlook of
22 the Play business, which also arguably gives Google's competitors an unfair advantage.

23 66. **Exhibit 12, Page -631 (the dollar figures in the subheadings, “1. FOP**
24 **Launches”, “2. “eWallet Activation”, “3. Global Pay”, and “4. Live Commerce”; the chart**
25 **under subheading “1. FOP Launches”; the figures under the subheading “2. eWallet**
26 **Activation”; the text in the notes underneath the heading “The 4 launches this year are:”)**
27 This information reflects and is calculated from internal, non-public Google financial data.
28

Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google. Further, this text contains confidential, non-public information regarding Google's agreements with non-party developers. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google.

67. **Exhibit 12, Page -634 (in the notes below the slide, between “Purchasers by” and “and Transactions”; between “Transactions by” and “this year”; between “year with” and “of ShopeePay”)** This information contains non-public and confidential data regarding commerce programs on Google Play. This information has never been disclosed publicly and the Google Play product team treats it as strictly confidential. If publicly revealed, this information could influence the competitive decision-making and business strategies employed by Google's app store competitors, for example by influencing how those app stores market themselves to U.S. developers and how they distinguish themselves from Google Play in the eyes of U.S. developers. This text contains confidential, non-public information regarding Google's agreements with non-party developers. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information

1 to unfairly target Google's developer partners and offer specific deal terms designed to undercut
2 those offered by Google.

3 **68. Exhibit 12, Page -635 (the data underneath the subheading “Campaign**
4 **Results”; between “total of” and “during the”; between “campaign period” and**
5 **“achievement”; the percentage figures between “it drove” and the end of the sentence”)**

6 This information contains non-public and confidential data regarding commerce programs on
7 Google Play. This information has never been disclosed publicly and the Google Play product
8 team treats it as strictly confidential. If publicly revealed, this information could influence the
9 competitive decision-making and business strategies employed by Google’s app store
10 competitors, for example by influencing how those app stores market themselves to U.S.
11 developers and how they distinguish themselves from Google Play in the eyes of U.S.
12 developers. This text contains confidential, non-public information regarding Google’s
13 agreements with non-party developers. Disclosure of this non-public information is likely to
14 result in competitive harm to Google, as it reveals strategic decision-making which, for example,
15 could give a competitor or potential business partner unfair leverage in competing against or
16 negotiating with Google. Moreover, Google’s competitors could use this non-party information
17 to unfairly target Google's developer partners and offer specific deal terms designed to undercut
18 those offered by Google.

19 **69. Exhibit 12, Page -636 (the text and figures below the images on the slide;**
20 **between “volume by” and “YoY;” between “on Play by” and “YoY”; between start of**
21 **sentence and “for spend;” between “for spend” and “for NPUs” and between “NPUs and”**
22 **and “for RPUs”)** This information contains non-public and confidential data regarding
23 commerce programs on Google Play. This information has never been disclosed publicly and the
24 Google Play product team treats it as strictly confidential. If publicly revealed, this information
25 could influence the competitive decision-making and business strategies employed by Google’s
26 app store competitors, for example by influencing how those app stores market themselves to
27 U.S. developers and how they distinguish themselves from Google Play in the eyes of U.S.
28

1 developers. This text contains confidential, non-public information regarding Google's
2 agreements with non-party developers. Disclosure of this non-public information is likely to
3 result in competitive harm to Google, as it reveals strategic decision-making which, for example,
4 could give a competitor or potential business partner unfair leverage in competing against or
5 negotiating with Google. Moreover, Google's competitors could use this non-party information
6 to unfairly target Google's developer partners and offer specific deal terms designed to undercut
7 those offered by Google. The disclosure of developer's highly confidential information would
8 significantly harm to the developer's business. For example, developer's competitors could
9 leverage this information to reap an unearned competitive advantage. They could exploit this
10 information—that they otherwise would not have access to—to inform their own business
11 strategies. To prevent these competitive harms from coming to fruition, the developer proactively
12 maintains the confidentiality of its strategic information, only disclosing it to a select group of
13 individuals on an as-needed basis.

14 70. **Exhibit 12, Page -638 (in the notes below the slide, from the beginning of the**
15 **sentence to “page views”; from “highest is” to the end of the sentence; between “uniques**
16 **is” and “(Disney/Naver)”; between “(Disney/Naver” and the end of the sentence.)** This
17 information contains non-public and confidential data regarding commerce programs on Google
18 Play. This information has never been disclosed publicly and the Google Play product team
19 treats it as strictly confidential. If publicly revealed, this information could influence the
20 competitive decision-making and business strategies employed by Google's app store
21 competitors, for example by influencing how those app stores market themselves to U.S.
22 developers and how they distinguish themselves from Google Play in the eyes of U.S.
23 developers. This text contains confidential, non-public information regarding Google's
24 agreements with non-party developers. Disclosure of this non-public information is likely to
25 result in competitive harm to Google, as it reveals strategic decision-making which, for example,
26 could give a competitor or potential business partner unfair leverage in competing against or
27 negotiating with Google. Moreover, Google's competitors could use this non-party information
28

1 to unfairly target Google's developer partners and offer specific deal terms designed to undercut
2 those offered by Google.

3 71. **Exhibit 12, Page -640 (all figures in the columns “Est for H1 Activities”,**
4 **“EOY Outlook”, and “Original Target”; in the row “eWallet Activations”, from “revenue**
5 **estimates” to the end of the sentence; in the row “PayPal Activations, between “for H2 w/”**
6 **and “in partner”; in the row “Total”, between “target was” and “to be”)** This information
7 contains non-public and confidential data regarding commerce programs on Google Play. This
8 information has never been disclosed publicly and the Google Play product team treats it as
9 strictly confidential. If publicly revealed, this information could influence the competitive
10 decision-making and business strategies employed by Google’s app store competitors, for
11 example by influencing how those app stores market themselves to U.S. developers and how
12 they distinguish themselves from Google Play in the eyes of U.S. developers. This text contains
13 confidential, non-public information regarding Google’s agreements with non-party developers.
14 Disclosure of this non-public information is likely to result in competitive harm to Google, as it
15 reveals strategic decision-making which, for example, could give a competitor or potential
16 business partner unfair leverage in competing against or negotiating with Google. Moreover,
17 Google’s competitors could use this non-party information to unfairly target Google's developer
18 partners and offer specific deal terms designed to undercut those offered by Google.

19 **Plaintiffs’ Omnibus Oppositions to Defendants’ Omnibus Motions in Limine– Exhibit 13**
20 **(GOOG-PLAY-007868187)**

21 72. **Exhibit 13, Page -214 (the chart on the left side of the slide).** This information
22 contains non-public and confidential data regarding app growth and performance on Google
23 Play. This information has never been disclosed publicly and the Google Play product team
24 treats it as strictly confidential. If publicly revealed, this information could influence the
25 competitive decision-making and business strategies employed by Google’s app store
26 competitors, for example by influencing how those app stores market themselves to U.S.

1 developers and how they distinguish themselves from Google Play in the eyes of U.S.
2 developers.

3 **73. Exhibit 13, Page -215 (the innermost circle of the graphic).** This information
4 contains non-public and confidential data regarding app growth and performance on Google
5 Play. This information has never been disclosed publicly and the Google Play product team
6 treats it as strictly confidential. If publicly revealed, this information could influence the
7 competitive decision-making and business strategies employed by Google's app store
8 competitors, for example by influencing how those app stores market themselves to U.S.
9 developers and how they distinguish themselves from Google Play in the eyes of U.S.
10 developers. Further, this information reveals Google's internal non-public profit, revenue, and
11 financial calculations. These data sets are not otherwise publicly reported by the company and
12 their disclosure is likely to cause Google competitive harm and give its competitors an unfair
13 advantage. Google's competitors could improperly utilize this internal, non-public data to modify
14 or augment their business operations in an effort to compete unfairly against Google. Moreover,
15 visibility into the trends in the data (i.e., figures across multiple years) gives Google's
16 competitors improper insight into the financial health and future outlook of the Play business,
17 which also arguably gives Google's competitors an unfair advantage.

18 **74. Exhibit 13, Page -219 (in the notes, between "cost of" and "in first year").**
19 This information contains non-public and confidential data regarding app growth and
20 performance on Google Play. This information has never been disclosed publicly and the Google
21 Play product team treats it as strictly confidential. If publicly revealed, this information could
22 influence the competitive decision-making and business strategies employed by Google's app
23 store competitors, for example by influencing how those app stores market themselves to U.S.
24 developers and how they distinguish themselves from Google Play in the eyes of U.S.
25 developers. Further, this information reveals Google's internal non-public profit, revenue, and
26 financial calculations. These data sets are not otherwise publicly reported by the company and
27 their disclosure is likely to cause Google competitive harm and give its competitors an unfair
28

1 advantage. Google's competitors could improperly utilize this internal, non-public data to modify
2 or augment their business operations in an effort to compete unfairly against Google. Moreover,
3 visibility into the trends in the data (i.e., figures across multiple years) gives Google's
4 competitors improper insight into the financial health and future outlook of the Play business,
5 which also arguably gives Google's competitors an unfair advantage.

6 75. **Exhibit 13, Page -225 (all content in slide under the heading “Level 3 - Tiered**
7 **RevShare - 4 dimensions”)**. This information contains non-public information regarding
8 Google’s confidential non-public internal strategic considerations related to creating value for
9 and attracting developers to the Play Store. This information has never been disclosed publicly.
10 Disclosure of this information would adversely impact Google’s current competitive position by
11 enabling Google’s competitors to mimic its confidential strategies in an effort to attract
12 developers away from Google. This information also contains non-public and confidential data
13 regarding internal considerations of features regarding billing on Google Play. This information
14 has never been disclosed publicly and the Google Play product team treats it as strictly
15 confidential. If publicly revealed, this information could influence the competitive decision-
16 making and business strategies employed by Google’s app store competitors, for example by
17 influencing how those app stores market themselves to U.S. developers and how they distinguish
18 themselves from Google Play in the eyes of U.S. developers.

19 76. **Exhibit 13, Page -228 (the figure underneath the heading “Segmented Hybrid**
20 **All-Inclusive + Billing Optionality”)**. This information contains non-public information
21 regarding Google’s confidential non-public internal strategic considerations related to creating
22 value for and attracting developers to the Play Store. This information has never been disclosed
23 publicly. Disclosure of this information would adversely impact Google’s current competitive
24 position by enabling Google’s competitors to mimic its confidential strategies in an effort to
25 attract developers away from Google. This information also contains non-public and confidential
26 data regarding internal considerations of features regarding billing on Google Play. This
27 information has never been disclosed publicly and the Google Play product team treats it as
28

1 strictly confidential. If publicly revealed, this information could influence the competitive
2 decision-making and business strategies employed by Google's app store competitors, for
3 example by influencing how those app stores market themselves to U.S. developers and how
4 they distinguish themselves from Google Play in the eyes of U.S. developers.

5 77. **Exhibit 13, Page -229 (the figure underneath the heading "Segmented Hybrid**
6 **All-Inclusive + Billing Optionality")**. This information contains non-public information
7 regarding Google's confidential non-public internal strategic considerations related to creating
8 value for and attracting developers to the Play Store. This information has never been disclosed
9 publicly. Disclosure of this information would adversely impact Google's current competitive
10 position by enabling Google's competitors to mimic its confidential strategies in an effort to
11 attract developers away from Google. This information also contains non-public and confidential
12 data regarding internal considerations of features regarding billing on Google Play. This
13 information has never been disclosed publicly and the Google Play product team treats it as
14 strictly confidential. If publicly revealed, this information could influence the competitive
15 decision-making and business strategies employed by Google's app store competitors, for
16 example by influencing how those app stores market themselves to U.S. developers and how
17 they distinguish themselves from Google Play in the eyes of U.S. developers.

18 78. **Exhibit 13, Page -230 (the figure and content to the right of the Amazon**
19 **logo)**. This information contains non-public information regarding Google's confidential non-
20 public internal strategic considerations related to creating value for and attracting developers to
21 the Play Store. This information has never been disclosed publicly. Disclosure of this
22 information would adversely impact Google's current competitive position by enabling Google's
23 competitors to mimic its confidential strategies in an effort to attract developers away from
24 Google. This information also contains non-public and confidential data regarding internal
25 considerations of features regarding billing on Google Play. This information has never been
26 disclosed publicly and the Google Play product team treats it as strictly confidential. If publicly
27 revealed, this information could influence the competitive decision-making and business
28

1 strategies employed by Google's app store competitors, for example by influencing how those
2 app stores market themselves to U.S. developers and how they distinguish themselves from
3 Google Play in the eyes of U.S. developers.

4 79. **Exhibit 13, Page -232 (the text and figures below the headings "General**
5 **Layout" and "Based on Subscription model")**. This information contains non-public
6 information regarding Google's confidential non-public internal strategic considerations related
7 to creating value for and attracting developers to the Play Store. This information has never been
8 disclosed publicly. Disclosure of this information would adversely impact Google's current
9 competitive position by enabling Google's competitors to mimic its confidential strategies in an
10 effort to attract developers away from Google. This information also contains non-public and
11 confidential data regarding internal considerations of features regarding billing on Google Play.
12 This information has never been disclosed publicly and the Google Play product team treats it as
13 strictly confidential. If publicly revealed, this information could influence the competitive
14 decision-making and business strategies employed by Google's app store competitors, for
15 example by influencing how those app stores market themselves to U.S. developers and how
16 they distinguish themselves from Google Play in the eyes of U.S. developers.

17 80. **Exhibit 13, Page -233 (the figures and content below the heading "Tenured**
18 **Buyer Incentive Layout: Sensitivities (Backup)")**. This information contains non-public
19 information regarding Google's confidential non-public internal strategic considerations related
20 to creating value for and attracting developers to the Play Store. This information has never been
21 disclosed publicly. Disclosure of this information would adversely impact Google's current
22 competitive position by enabling Google's competitors to mimic its confidential strategies in an
23 effort to attract developers away from Google. This information also contains non-public and
24 confidential data regarding internal considerations of features regarding billing on Google Play.
25 This information has never been disclosed publicly and the Google Play product team treats it as
26 strictly confidential. If publicly revealed, this information could influence the competitive
27 decision-making and business strategies employed by Google's app store competitors, for
28

1 example by influencing how those app stores market themselves to U.S. developers and how
2 they distinguish themselves from Google Play in the eyes of U.S. developers.

3 81. **Exhibit 13, Page -234 (the figures and content below the heading “Tenured**
4 **Buyer Incentive Layout: Sensitivities (Backup)”**). This information contains non-public
5 information regarding Google’s confidential non-public internal strategic considerations related
6 to creating value for and attracting developers to the Play Store. This information has never been
7 disclosed publicly. Disclosure of this information would adversely impact Google’s current
8 competitive position by enabling Google’s competitors to mimic its confidential strategies in an
9 effort to attract developers away from Google. This information also contains non-public and
10 confidential data regarding internal considerations of features regarding billing on Google Play.
11 This information has never been disclosed publicly and the Google Play product team treats it as
12 strictly confidential. If publicly revealed, this information could influence the competitive
13 decision-making and business strategies employed by Google’s app store competitors, for
14 example by influencing how those app stores market themselves to U.S. developers and how
15 they distinguish themselves from Google Play in the eyes of U.S. developers.

16 82. **Exhibit 13, Page -235 (the figures and content below the heading “Tenured**
17 **buyer incentive...”**.) This information contains non-public information regarding Google’s
18 confidential non-public internal strategic considerations related to creating value for and
19 attracting developers to the Play Store. This information has never been disclosed publicly.
20 Disclosure of this information would adversely impact Google’s current competitive position by
21 enabling Google’s competitors to mimic its confidential strategies in an effort to attract
22 developers away from Google. This information also contains non-public and confidential data
23 regarding internal considerations of features regarding billing on Google Play. This information
24 has never been disclosed publicly and the Google Play product team treats it as strictly
25 confidential. If publicly revealed, this information could influence the competitive decision-
26 making and business strategies employed by Google’s app store competitors, for example by
27
28

1 influencing how those app stores market themselves to U.S. developers and how they distinguish
2 themselves from Google Play in the eyes of U.S. developers.

3 83. **Exhibit 13, Page -237 (the figure in the heading “spend uplift from”; the text**
4 **and figures underneath the heading.)** This information contains non-public information
5 regarding Google’s confidential non-public internal strategic considerations related to creating
6 value for and attracting developers to the Play Store. This information has never been disclosed
7 publicly. Disclosure of this information would adversely impact Google’s current competitive
8 position by enabling Google’s competitors to mimic its confidential strategies in an effort to
9 attract developers away from Google. This information also contains non-public and confidential
10 data regarding internal considerations of features regarding billing on Google Play. This
11 information has never been disclosed publicly and the Google Play product team treats it as
12 strictly confidential. If publicly revealed, this information could influence the competitive
13 decision-making and business strategies employed by Google’s app store competitors, for
14 example by influencing how those app stores market themselves to U.S. developers and how
15 they distinguish themselves from Google Play in the eyes of U.S. developers.

16 84. **Exhibit 13, Page -241 (between “processing have” and “spread from”; the**
17 **graph and content below the heading).** This information contains non-public information
18 regarding Google’s confidential non-public internal strategic considerations related to creating
19 value for and attracting developers to the Play Store. This information has never been disclosed
20 publicly. Disclosure of this information would adversely impact Google’s current competitive
21 position by enabling Google’s competitors to mimic its confidential strategies in an effort to
22 attract developers away from Google. This information also contains non-public and confidential
23 data regarding internal considerations of features regarding billing on Google Play. This
24 information has never been disclosed publicly and the Google Play product team treats it as
25 strictly confidential. If publicly revealed, this information could influence the competitive
26 decision-making and business strategies employed by Google’s app store competitors, for
27
28

1 example by influencing how those app stores market themselves to U.S. developers and how
2 they distinguish themselves from Google Play in the eyes of U.S. developers.

3 85. **Exhibit 13, Page -242 (the percentage figures in the right column of the table**
4 **under the subheader: “Marginal cost transfer from payment processing”).** This information
5 contains non-public information regarding Google’s confidential non-public internal strategic
6 considerations related to creating value for and attracting developers to the Play Store. This
7 information has never been disclosed publicly. Disclosure of this information would adversely
8 impact Google’s current competitive position by enabling Google’s competitors to mimic its
9 confidential strategies in an effort to attract developers away from Google. This information also
10 contains non-public and confidential data regarding internal considerations of features regarding
11 billing on Google Play. This information has never been disclosed publicly and the Google Play
12 product team treats it as strictly confidential. If publicly revealed, this information could
13 influence the competitive decision-making and business strategies employed by Google’s app
14 store competitors, for example by influencing how those app stores market themselves to U.S.
15 developers and how they distinguish themselves from Google Play in the eyes of U.S.
16 developers.

17 86. **Exhibit 13, Page -243 (the figures in the table underneath the headings “on**
18 **Google Play Billing” and “on Partner Billing”; the text to the right of the table; the**
19 **percentage in the footnote of the table”).** This information contains non-public information
20 regarding Google’s confidential non-public internal strategic considerations related to creating
21 value for and attracting developers to the Play Store. This information has never been disclosed
22 publicly. Disclosure of this information would adversely impact Google’s current competitive
23 position by enabling Google’s competitors to mimic its confidential strategies in an effort to
24 attract developers away from Google. This information also contains non-public and confidential
25 data regarding internal considerations of features regarding billing on Google Play. This
26 information has never been disclosed publicly and the Google Play product team treats it as
27 strictly confidential. If publicly revealed, this information could influence the competitive
28

1 decision-making and business strategies employed by Google's app store competitors, for
2 example by influencing how those app stores market themselves to U.S. developers and how
3 they distinguish themselves from Google Play in the eyes of U.S. developers.

4 87. **Exhibit 13, Page -244 (the text and figures in the table underneath the**
5 **heading "\$ at risk").** This information contains non-public information regarding Google's
6 confidential non-public internal strategic considerations related to creating value for and
7 attracting developers to the Play Store. This information has never been disclosed publicly.
8 Disclosure of this information would adversely impact Google's current competitive position by
9 enabling Google's competitors to mimic its confidential strategies in an effort to attract
10 developers away from Google. This information also contains non-public and confidential data
11 regarding internal considerations of features regarding billing on Google Play. This information
12 has never been disclosed publicly and the Google Play product team treats it as strictly
13 confidential. If publicly revealed, this information could influence the competitive decision-
14 making and business strategies employed by Google's app store competitors, for example by
15 influencing how those app stores market themselves to U.S. developers and how they distinguish
16 themselves from Google Play in the eyes of U.S. developers.

17 88. **Exhibit 13, Page -247 (between "To generate" and "to"; between "to" and**
18 **"in paid discovery"; all text and charts below "without cannibalization, need to believe...").**
19 This information contains non-public information regarding Google's confidential non-public
20 internal strategic considerations related to creating value for and attracting developers to the Play
21 Store. This information has never been disclosed publicly. Disclosure of this information would
22 adversely impact Google's current competitive position by enabling Google's competitors to
23 mimic its confidential strategies in an effort to attract developers away from Google. This
24 information also contains non-public and confidential data regarding internal considerations of
25 features regarding billing on Google Play. This information has never been disclosed publicly
26 and the Google Play product team treats it as strictly confidential. If publicly revealed, this
27 information could influence the competitive decision-making and business strategies employed
28

1 by Google's app store competitors, for example by influencing how those app stores market
2 themselves to U.S. developers and how they distinguish themselves from Google Play in the eyes
3 of U.S. developers.

4 **Plaintiffs' Omnibus Oppositions to Defendants' Omnibus Motions in Limine – Exhibit 14**
5 **(GOOG-PLAY-004119228.R)**

6 89. **Exhibit 14, Page -229 (between “users with” and “paid out;” the graphic**
7 **below the heading “Play is operating...”; between “has paid out” and “to developers”;**
8 **between “growth rate” and “Y/Y growth”; between “with” and “in revenues”; between**
9 **“Browsers” and “Y/Y growth”; between “businesses” and “and a key”).** This information
10 reflects and is calculated from internal, non-public Google financial data. Google spends
11 significant resources compiling and maintaining this valuable data, which is non-public, and if
12 revealed to competitors and potential business counterparties, could be used to disadvantage and
13 cause Google competitive harm by giving competitors insight into confidential Google financial
14 information. Further, this information reflects sensitive, highly confidential characterizations by
15 Google's internal business teams that, if revealed, could be referenced by potential counterparties
16 in negotiations with Google to gain an unfair advantage against Google. This information also
17 contains non-public information regarding Google's confidential non-public internal strategic
18 considerations related to creating value for and attracting developers to the Play Store. This
19 information has never been disclosed publicly. Disclosure of this information would adversely
20 impact Google's current competitive position by enabling Google's competitors to mimic its
21 confidential strategies in an effort to attract developers away from Google.

22 90. **Exhibit 14, Page -230 (the chart below the heading “Play continues to**
23 **improve...”; between “our plan of” and “in revenue”; between “sustaining” and**
24 **“operating margins”; between “growing” and “y/y”; between “growth to” and “y.y in Q2”;**
25 **between “was” and “growth”).** This information reflects and is calculated from internal, non-
26 public Google financial data. Google spends significant resources compiling and maintaining this
27 valuable data, which is non-public, and if revealed to competitors and potential business
28

counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google. This information also contains non-public information regarding Google's confidential non-public internal strategic considerations related to creating value for and attracting developers to the Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google's current competitive position by enabling Google's competitors to mimic its confidential strategies in an effort to attract developers away from Google.

91. **Exhibit 14, Page -231 (between “Our revenues are” and “over plan in H1”; between “strong Q1” and “Y/Y growth) and”; between “in Q2” and “Y/Y growth) due”; the chart below the heading “Our revenues are...”; between “to roughly” and “of this comes”; between “in place” and the end of the sentence; between “noted as” and “it is mostly,” between “level are” and “in 1H20”).** This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google. This information also contains non-public information regarding Google's confidential non-public internal strategic considerations related to creating value for and attracting developers to the Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google's current competitive position by enabling Google's competitors to mimic its confidential strategies in an effort to attract developers away from Google.

92. **Exhibit 14, Page -232 (the chart below the heading “Growth Drivers: Emerging markets...”; between “Only” and “of active”; the percentage that begins the sentence “of Play revenue”; between “revenue and” and “of buyers”; between “growing at” and “Y/Y”; between “Y/Y and” and “respectively”; between “tracking at a” and “run rate”; between “YTD spend =” and the end of the sentence; between “and over” and “flowing through”).** This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google. This information also contains non-public information regarding Google's confidential non-public internal strategic considerations related to creating value for and attracting developers to the Play Store. This information has never been disclosed publicly. Disclosure of this information would adversely impact Google's current competitive position by enabling Google's competitors to mimic its confidential strategies in an effort to attract developers away from Google.

93. **Exhibit 14, Page -233 (the percentage figures in the four bullet points on the right side of the slide; between “churn of” and “and a”; between “and a” and “uplift in”).** This information reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential Google financial information. Further, this information reflects sensitive, highly confidential characterizations by Google's internal business teams that, if revealed, could be referenced by potential counterparties in negotiations with Google to gain an unfair advantage against Google.

1 This information also contains non-public information regarding Google's confidential non-
2 public internal strategic considerations related to creating value for and attracting developers to
3 the Play Store. This information has never been disclosed publicly. Disclosure of this
4 information would adversely impact Google's current competitive position by enabling Google's
5 competitors to mimic its confidential strategies in an effort to attract developers away from
6 Google.

7 **94. Exhibit 14, Page -234 (from "in the segment" to the end of the sentence;**
8 **between "all HVUs" and "of Play"; the last line of the page after "non-HVUs to**
9 **participate.").** This information reflects and is calculated from internal, non-public Google
10 financial data. Google spends significant resources compiling and maintaining this valuable data,
11 which is non-public, and if revealed to competitors and potential business counterparties, could
12 be used to disadvantage and cause Google competitive harm by giving competitors insight into
13 confidential Google financial information. Further, this information reflects sensitive, highly
14 confidential characterizations by Google's internal business teams that, if revealed, could be
15 referenced by potential counterparties in negotiations with Google to gain an unfair advantage
16 against Google. This information also contains non-public information regarding Google's
17 confidential non-public internal strategic considerations related to creating value for and
18 attracting developers to the Play Store. This information has never been disclosed publicly.
19 Disclosure of this information would adversely impact Google's current competitive position by
20 enabling Google's competitors to mimic its confidential strategies in an effort to attract
21 developers away from Google.

22 **95. Exhibit 14, Page -237(the text below the graphic titled "Games Velocity**
23 **Program" and above "Cross Google deals"; between "Play takes" and "of the revenue").**
24 This text contains confidential, non-public information regarding Google's agreements with non-
25 party developers. Disclosure of this non-public information is likely to result in competitive harm
26 to Google, as it reveals strategic decision-making which, for example, could give a competitor or
27 potential business partner unfair leverage in competing against or negotiating with Google.
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Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google.

96. **Exhibit 14, Page -237-238 (the final paragraph of the page continuing onto the next page until "CEO").** This text contains confidential, non-public information regarding Google's agreements with non-party developers. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google. Further, The disclosure of a developer's highly confidential information would significantly harm a developer's business. For example, a developer's competitors could leverage this information to reap an unearned competitive advantage. They could exploit this information—that they otherwise would not have access to—to inform their own business strategies. To prevent these competitive harms from coming to fruition, a developer proactively maintains the confidentiality of its strategic information, only disclosing it to a select group of individuals on an as-needed basis.

97. **Exhibit 14, Page -238 (between "incremental" and "in cloud").** This text contains confidential, non-public information regarding Google's agreements with non-party developers. Disclosure of this non-public information is likely to result in competitive harm to Google, as it reveals strategic decision-making which, for example, could give a competitor or potential business partner unfair leverage in competing against or negotiating with Google. Moreover, Google's competitors could use this non-party information to unfairly target Google's developer partners and offer specific deal terms designed to undercut those offered by Google. This information also reflects and is calculated from internal, non-public Google financial data. Google spends significant resources compiling and maintaining this valuable data, which is non-public, and if revealed to competitors and potential business counterparties, could be used to disadvantage and cause Google competitive harm by giving competitors insight into confidential

1 Google financial information. Further, this information reflects sensitive, highly confidential
2 characterizations by Google's internal business teams that, if revealed, could be referenced by
3 potential counterparties in negotiations with Google to gain an unfair advantage against Google.

4 98. **Exhibit 14, Page -242 (the numbers and text below the headings “As of 1H**
5 **2020” and “Scaling Plan by EO’21” and below flag icons; between “covering” and “of**
6 **total”; between “is strong” and “uplift”; between “nearly all” and “of Play”; between “to**
7 **achieve” and enrolled”).** This text contains confidential, non-public information regarding
8 Google’s agreements with non-party developers. Disclosure of this non-public information is
9 likely to result in competitive harm to Google, as it reveals strategic decision-making which, for
10 example, could give a competitor or potential business partner unfair leverage in competing
11 against or negotiating with Google. Moreover, Google’s competitors could use this non-party
12 information to unfairly target Google's developer partners and offer specific deal terms designed
13 to undercut those offered by Google. This information also reflects and is calculated from
14 internal, non-public Google financial data. Google spends significant resources compiling and
15 maintaining this valuable data, which is non-public, and if revealed to competitors and potential
16 business counterparties, could be used to disadvantage and cause Google competitive harm by
17 giving competitors insight into confidential Google financial information. Further, this
18 information reflects sensitive, highly confidential characterizations by Google's internal business
19 teams that, if revealed, could be referenced by potential counterparties in negotiations with
20 Google to gain an unfair advantage against Google.

21 99. **Exhibit 14, Page -244 (the chart below the heading “Play buyer base has fast**
22 **forwarded by 6-9 months during COVID”).** This information reflects and is calculated from
23 internal, non-public Google financial data. Google spends significant resources compiling and
24 maintaining this valuable data, which is non-public, and if revealed to competitors and potential
25 business counterparties, could be used to disadvantage and cause Google competitive harm by
26 giving competitors insight into confidential Google financial information. Further, this
27 information reflects sensitive, highly confidential characterizations by Google's internal business
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1 teams that, if revealed, could be referenced by potential counterparties in negotiations with
2 Google to gain an unfair advantage against Google.

3 100. **Exhibit 14, Page -245 (the chart below the heading “Order-to-order retention**
4 **rates are similar to normal times”).** This information reflects and is calculated from internal,
5 non-public Google financial data. Google spends significant resources compiling and
6 maintaining this valuable data, which is non-public, and if revealed to competitors and potential
7 business counterparties, could be used to disadvantage and cause Google competitive harm by
8 giving competitors insight into confidential Google financial information. Further, this
9 information reflects sensitive, highly confidential characterizations by Google's internal business
10 teams that, if revealed, could be referenced by potential counterparties in negotiations with
11 Google to gain an unfair advantage against Google.

12 I declare under penalty of perjury that the foregoing is true and correct. Executed on the
13 5th day of October 2023, in Mountain View, California.

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DocuSigned by:
Christian Cramer
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Christian Cramer